

## **Impactful Business Plan: Critical Decision Making in**

Do you want to create a business plan that gives impact?

How do you decide your next course of action?

### **Introduction**

The business plan admits the entrepreneur to the investment process. Without a plan furnished in advance, many investor groups won't even grant an interview. And the plan must be outstanding if it is to win investment funds. Too many entrepreneurs, though, continue to believe that if they build a better mousetrap, the world will beat a path to their door. A good mousetrap is essential, but it's only part of meeting the challenge. Also important is satisfying the needs of marketers and investors. Marketers want to see evidence of customer interest and a viable market. Investors want to know when they can cash out and how good the financial projections are. Drawing on their own experiences and those of the Massachusetts Institute of Technology Enterprise Forum, the authors show entrepreneurs how to write convincing and winning business plans. A comprehensive, carefully thought-out business plan is essential to the success of entrepreneurs and corporate managers. Whether you are starting up a new business, seeking additional capital for existing product lines, or proposing a recent activity in a corporate division, you will never face a more challenging writing assignment than the preparation of a business plan. Are you ready to pitch your next business plan?

### **Program Objectives**

This program aims to:

- Illustrate how businesses start, grow and prosper
- Equip entrepreneurs with skills to develop an impactful business plan.

### **Learning Outcomes**

After completing this program, the participants should be able to:

- Create a winning business plan
- Identify the branding strategy
- Kickstart their journey as an entrepreneur.

### **Methodology**

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

### **Who Should Attend**

Entrepreneurs and business owners who would like to kick start a business or who would like to grow their business.



## Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p><b>Burn the Business Plan</b></p> <p>In this module, the participants would learn the myth when writing a business plan. The participants would learn the common mistakes when constructing a business plan.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Structure of a Good Business Plan</b></p> <p>This module enables participants to understand the detailed breakdown of a business plan. The participants would learn how to craft company background, market opportunity, management overviews, competitive advantages, and financial highlights. It's probably easiest to write the detailed sections first and then extract the cream to create the executive summary.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Analysis of Business: Market Analysis</b></p> <p>Understanding your customer base is one of the first vital steps to success in business. Without knowing who your customers are, what they want and how they want to get it from you, your business could struggle to develop an effective marketing strategy. This is where a market analysis comes in. A market analysis can be a time-intensive process, but it is straightforward and easy to do on your own in seven steps. This module equips participants to conduct a comprehensive market analysis.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Branding and Competitive Advantage</b></p> <p>A business is creating a competitive advantage over its competitors to achieve higher industry average profit margins. This can happen due to several factors, including cost advantages and superior product offerings. The main objective of the business is the make the competitive advantage sustainable. The participants learn how to identify the point of parity and fact and difference to create the brand architecture for the business.</p>

Day Two	
Time	Topics
9:00am – 10:30am	<p><b>All is About Investment: Financial Budgeting</b></p> <p>Creating financial projections for your start-up is both an art and a science. Although investors want to see cold, complex numbers, it can be difficult to predict your financial performance three years down the road significantly if you are still raising seed money. Regardless, short- and medium-term financial projections are a required part of your business plan if you want serious attention from investors. This module enables participants to create attractive financial protection.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p><b>Every Aspiring Entrepreneur Should Know- Before Starting the Journey</b></p> <p>This module prepares the participants with the right mindset, the challenges when becoming an entrepreneur. The participants would learn how to overcome all the obstacles when becoming an entrepreneur.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p><b>Get Start! The First Journey</b></p> <p>The participants must understand why they start a company and what motivates entrepreneurs. Without understanding the core of being an entrepreneur, it is challenging for them to sustain in the journey.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p><b>Surviving Skills from Entrepreneurs Course</b></p> <p>In this module, the participants would learn what are common mistakes when executing a business plan. Innovation and creativity are critical in ensuring the success of a business plan.</p>